2019 AALL INNOVATION BOOTCAMP: ADD+VENTURE INITIATIVE

What are our users really doing with our research tools? The Innovation Bootcamp encouraged me to drop my own biases and get curious about this question. Key methods of design thinking were explored in a fun way, such as how to organize a five-day design sprint, when to create customer journey maps, how to assess usability heuristics, and what to do with user personas. The experience has changed how I interact with others, inspiring more empathy and valuing direct observation of user challenges.

— Jerri Campbell; Research Librarian; Littler Mendelson, P.C.

AALL’s first-ever Innovation Bootcamp, which took place April 25-26 at Sidley Austin LLP in Chicago, provided real-world examples of how to amplify skills and resources, facilitate new value creation, build support for ideas, and foster a culture of innovation. Bootcamp participants indicated that one of the most popular course topics was “Design Sprints.” Invented at Google by Jake Knapp, design sprints are a way to solve big problems and test new ideas in just five days using these five steps:

- **Define:** Determine what the problem is
- **Diverge:** Look for a solution to a new problem
- **Decide:** Agree on the problem and map out next steps (storyboards can be helpful here)
- **Prototype:** Build a prototype that looks and feels real to users (only build the parts you need to answer the test question)
- **Test:** Test out your design sprint with real users

See more photos at bit.ly/AALLib19